



GREATER MIAMI CONVENTION & VISITORS BUREAU

701 Brickell Avenue, Suite 2700

Miami, Florida 33131

305/539-3084, Fax 305/539-2911

<http://www.miamiandbeaches.com>

E-Mail: [media@miamiandbeaches.com](mailto:media@miamiandbeaches.com)

**WILLIAM D. TALBERT III, CDME**  
**PRESIDENT & CEO**

As President & CEO of the Greater Miami Convention & Visitors Bureau (GMCVB) for the past 10 years, and as Chief Operating Officer for the prior nine years, William D. Talbert, III has distinguished himself as a highly respected visitor industry and community leader.

Talbert's nineteen years of experience at the GMCVB includes major accomplishments such as assisting with the passage of the Food and Beverage tax to fund the GMCVB's advertising budget, negotiating inter-local government funding agreements and preparing four successful Super Bowl bids and three Pow Wow bids. He led the GMCVB as the first Bureau in the country after 9/11 in the market with a fully funded post 9/11 message and the first to adjust its administrative budget after 9/11 while increasing promotional efforts.

Talbert has guided the organization through several other major accomplishments. Under his leadership the Convention Sales Department has become increasingly successful at booking short- and long-term business. To remain more globally competitive, Marketing & Tourism has consistently leveraged its base advertising budget, doubling it with more aggressive co-operative efforts with industry partners and boosted by more aggressive public relations efforts.

Talbert distinguished himself as an industry leader in 1998 when he played an integral role in a successful campaign for much needed taxi reform in Miami-Dade County. Many of these reforms were in place for the Travel Industry Association of America's International Pow Wow 99 in Miami, where the world's top international travel buyers had the opportunity to experience the destination. Greater Miami and the

Beaches also hosted this premier travel event in 1994, which contributed to three record tourism years.

Under Talbert's leadership, the GMCVB was awarded the prestigious accreditation from the Destination Marketing Accreditation Program (DMAP) in November 2007. DMAP is an international accreditation program developed by the Washington, DC based Destination Marketing Association International (DMAI). The GMCVB rigorously pursued the highly covered DMAP accreditation as part of its continued commitment to excellence. Only 6% of the world's destination marketing organizations have been awarded accreditation.

Talbert's professional affiliations include serving as immediate past Chair of Destination Marketing Association International's (DMAI) Board of Directors (formerly the International Association of Convention & Visitors Bureaus), past Chair of the DMAI Foundation Board of Trustees, past Chair of the Florida Association of Convention & Visitors Bureaus (FACVB), Professional Convention Management Association (PCMA – Chair, 2001 Annual Meeting Host Committee), American Society of Association Executives (ASAE), Meeting Professionals International (MPI), Orange Bowl Committee, South Florida Super Bowl Host Committee, and Visitor Industry Council. He is also a member of the Policy Council of the U.S. Travel Association, Florida International University School of Hospitality Management Executive Advisory Board, the board of the World Trade Center Miami, Greater Miami & the Beaches Hotel Association (GMBHA), the Greater Miami Chamber of Commerce, a Commissioner on the Miami Dade Sports Commission, Camillus House and Hands on Miami Advisory Board. He also serves as the Chair of the Miami-Dade County Mayor's Wireless Initiative.

In addition, Talbert was named one of the Twelve Good Men by the Ronald McDonald House, won the coveted Chamber South's Steven J. Cranman Public Service Award and the Academy of Travel and Tourism 2002 "Tourism Professional of the Year". Talbert received *Black Meetings & Tourism* magazine's 2007 APEX Award for Distinguished Service, presented to individuals who have made outstanding contributions in their particular field of endeavor that have positively impacted travel and tourism. He is also a member of United Way's Alex de Tocqueville Society.

Talbert holds a master's degree in Public Administration from Florida Atlantic University and bachelor's degree in Business Administration from the University of Florida. In 2006, he earned the Certified Destination Management Executive (CDME)

designation – the highest educational achievement in the destination marketing industry. He is married to Cindy McCall-Talbert and has a daughter, Aimee Talbert.

The GMCVB is a private not-for-profit sales and marketing organization with 1,100 business members and inter-local government partners. Its mission is to market and promote Greater Miami and the Beaches as a premier tropical, cosmopolitan destination for leisure, business and convention travel.

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